



WEWS

# ORDER

Print Date 09/24/12

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Flight Dates **10/02/12-10/08/12**

Contract / Revision      **304290 /**

Original Date / Revision  
07/11/12    09/17/12

Advertiser **American Crossroads**

Agency    **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Product

**American Crossroads TV 10.2-10.8**

Agency Com    15%

Billing Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **692**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	81	\$70,252.50	\$82,650.00	0.00
<b>Totals</b>	<b>81</b>	<b>\$70,252.50</b>	<b>\$82,650.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	81	\$70,252.50	\$82,650.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/02/12	10/08/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					4	\$400.00		0.00			
		Week: 10/08/12	10/14/12	M-----					1	\$400.00		0.00			
N 2	WEWS	10/02/12	10/08/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	5	\$2,750.00



**WEWS**

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Contract / Revision      **304290**      Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision    07/11/12/    09/17/12

Order Sep    00:20:00

Advertiser    **American Crossroads**      Product **American Crossroads TV 10** Estimate #    **692**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/02/12	10/08/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					4	\$550.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$550.00		0.00			
N 3	WEWS	10/02/12	10/08/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					4	\$600.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$600.00		0.00			
N 4	WEWS	10/02/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					4	\$550.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$550.00		0.00			
N 5	WEWS	10/02/12	10/08/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					4	\$550.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$550.00		0.00			
N 6	WEWS	10/02/12	10/08/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	4	\$1,300.00	P-2	0.00	NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					4	\$1,300.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$1,300.00		0.00			
N 7	WEWS	10/02/12	10/08/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					4	\$1,000.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$1,000.00		0.00			
N 8	WEWS	10/02/12	10/08/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					4	\$550.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$550.00		0.00			
N 9	WEWS	10/02/12	10/08/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					4	\$700.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$700.00		0.00			
N 10	WEWS	10/02/12	10/08/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					4	\$900.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$900.00		0.00			
N 11	WEWS	10/02/12	10/08/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF--					4	\$1,600.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$1,600.00		0.00			
N 12	WEWS	10/02/12	10/08/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$2,000.00	P-1	0.00	NM	5	\$10,000.00



WEWS

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Contract / Revision **304290** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 09/17/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads TV 10** Estimate # **692**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WEWS	10/02/12	10/08/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- TWTF--		4				\$2,000.00		0.00			
	Week:	10/08/12	10/14/12	M-----		1				\$2,000.00		0.00			
N 13	WEWS	10/06/12	10/06/12	SA 7-8p Rotation SA 7-8p Rotation	CM	News	-----S-	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$1,300.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	10/01/12-10/07/12	SA 7-8p Rotation		News	-----Sa--		:30	<del>(\$1,300.00)</del>		0.00	NM		
	See MG 13.2														
	[ N/A PGM CHG TO PLACE CORRECT INVENTORY CODE TO - SA 7PM NEWS OR SA 730P MOTION]														
	2	WEWS	10/01/12-10/07/12	SA 7PM News		7-730p	-----Sa--		:30	\$1,300.00		0.00	NM		
	Ⓜ MG for 13.1 10/06														
N 14	WEWS	10/07/12	10/07/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$1,300.00		0.00			
N 15	WEWS	10/02/12	10/08/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- TWTF--		4				\$1,000.00		0.00			
	Week:	10/08/12	10/14/12	M-----		1				\$1,000.00		0.00			
N 16	WEWS	10/02/12	10/08/12	M-SU 11-1135P Late News M-SU 11-1135P Late New	CM	11-1135p	MTWTF--	:30	4	\$2,400.00	P-2	0.00	NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- TWTF--		4				\$2,400.00		0.00			
	Week:	10/08/12	10/14/12	M-----		1				\$2,400.00		0.00			
N 17	WEWS	10/07/12	10/07/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$550.00		0.00			
N 18	WEWS	10/02/12	10/08/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	- TWTF--		4				\$900.00		0.00			
	Week:	10/08/12	10/14/12	M-----		1				\$900.00		0.00			
N 19	WEWS	10/06/12	10/06/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	10/01/12-10/07/12	Criminal Minds		1135p-105x	-----Sa--		:30	<del>(\$400.00)</del>		0.00	NM		
	See MG 19.2														
	[ N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]														
	2	WEWS	10/01/12-10/07/12	SA 12a-1a CSI Miami Late		12a-1a	-----Sa--		:30	\$400.00		0.00	NM		
	Ⓜ MG for 19.1 10/06														
N 20	WEWS	10/06/12	10/06/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$600.00		0.00			



**WEWS**

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Contract / Revision      **304290**      Flight Dates **10/02/12-10/08/12**

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Original Date / Revision   07/11/12/   09/17/12

Order Sep   00:20:00

Advertiser   **American Crossroads**      Product **American Crossroads TV 10** Estimate #   **692**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N20	WEWS	10/06/12	10/06/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$600.00		0.00			
N21	WEWS	10/06/12	10/06/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$3,500.00		0.00			
Totals														81	\$82,650.00